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1916-05-01

## Xavier University Newswire

Xavier University (Cincinnati, Ohio)

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# THE XAVERIAN NEWS

CINCINNATI, OHIO

A paper published by the students and devoted to the interests of St. Xavier College of Commerce, Accounts and Finance, College of Journalism, Advertising and Salesmanship.

VOL. I

MAY 1916

NO. 6



THE FAREWELL DINNER OF THE AD AND SALES CLASS

## EXAMINATION DATES.

First Year Accounting, Wednesday, May 24.  
Second Year Accounting, Tuesday, May 9, and Wednesday, May 10.  
Third Year Accounting, Wednesday, May 22.  
Journalism, Wednesday, May 24.  
Transportation, Tuesday, May 23.  
Property, Friday, May 19.  
Sales, Friday, May 19.  
Bookkeeping, Friday, May 19.  
Ethics, Political Economy, Advertising and Salesmanship have already finished their work.  
Commencement, Wednesday evening, June 21, Emery Auditorium.  
Baccalaureate Services, St. Xavier Church, on June 18, Sunday evening. Rev. Joseph Davis, S.J., St. Louis University, will deliver the baccalaureate address.

## THE ANNUAL BANQUET.

The annual banquet of the St. Xavier College of Commerce, Accounts and Finance, and College of Journalism, Advertising, Salesmanship and Public Speaking will be held at the Hotel Gibson, Thursday evening, May 18th, at 6:45 o'clock. Excellent speakers have been secured.

Messrs. William Carter, Joseph O'Meara, Edward Moulmier and Fred Galbraith will be the speakers. Other entertainment features will be provided.

## BIG DOINGS

### In the Ads and Sales Class

The 1916 Class in Advertising and Salesmanship of the St. Xavier College of Journalism and Advertising closed a very successful and enthusiastic term by a farewell dinner at the Palace Hotel on the regular class evening, Thursday, April 27th.

It was an unusual affair and filled with the spirit which has marked every session of the class. The boys ran into a veritable succession of surprises which had been planned and carried out by the live committee in charge of the arrangements.

The private dining room was filled with the advertising atmosphere. The very walls were adorned with specimens of up-to-date street car advertising, which had been loaned especially for the occasion by the local representatives of Barron G. Collier, Inc., who are the national street car advertising men.

#### Advertising Souvenirs.

At each plate were a number of souvenirs. Mr. Broker presented the members of the class with a little leaflet, "An Appreciation," artistically engraved, bearing the seal of St. Xavier College in colors, and embodying his own halftone portrait and the class motto.

(Continued on next page)

## WHAT IS ADVERTISING AND SALESMANSHIP.

### A Few Answers by the Students.

Advertisements are mile-posts that keep business on the right road to Success.—Stephen J. Morrissey.

Advertising is the great selling force in modern merchandising.—J. A. Bainsfather.

In many cases good Advertising is wasted by poor Salesmanship.—Frank J. Favret.

Advertising is a dynamic force, akin to electricity, that drives the engine of business.—Harry Mullan Bridwell.

Good Advertising is Salesmanship multiplied many times.—George S. Long.

Salesmanship might well be termed the sequel to Advertising. Publicity gathers the crowd; advertising sells them.—Joe Albers.

Good advertising without good Salesmanship is at a great disadvantage.—Gerald T. Riordan.

Advertising is the helpmate of Salesmanship. Salesmanship is a good follow-up of Advertising.—Oscar Reimert.

Good Advertising sows the seed for good Salesmanship to reap the harvest.—John F. Glaser.

Advertising is an appealing force that creates a desire to buy.—Jack Lyle.

## THE XAVERIAN NEWS

### BIG DOINGS — Continued

The menu cards were a splendid specimen of the printing art, and showed to unusual advantage the original talents of Harry Mullane Bridwell, Vice-President of the class, who was the author and designer of the cards.

There was another remembrance much appreciated—that of George S. Long, containing the names of every member of the class from start to finish, and the class motto drafted by the instructor of the class, Mr. Ren Mulford, Jr.

Then came the biggest surprise of all—large paper bags simply loaded with advertising novelties and souvenirs. The total reached the historic "57 Varieties" number, varying all the way from cake, peas, and bread to balloons, movie tickets and bricks.

Before the President of the College, Father Heiermann, invoked grace a flashlight photograph was taken and the guests were viewing with great satisfaction sample prints of themselves about the table long before the coffee had been reached. It was a splendid example of Barnes-Crosby service.

The guests of honor were Father Heiermann, President of the College; Father Joseph Reiner, Regent of College of Commerce, and Col. George E. Bundy, Norwood's lovable humorist. Mr. Clark, President of the Cincinnati Advertisers' Club, arrived later in the evening. Reporters from the Commercial Tribune and Enquirer honored us with their presence.

Mr. Broker, President of the class, was toastmaster, a pleasant duty which he carried off with his usual vim and vigor.

No little excitement was created by the discovery of one large, fat and exceedingly heavy brick on the bottom of Frank Favret's bag. This was a mystery, the solving of which created no little merriment. It finally came out that the Favret brick had really been intended for the Secretary, Bairnsfather.

Father Heiermann, who was chuckling in glee, then found one of these weighty remembrances in his own bag and the story came out.

Brick makers, anxious to secure the contract for the new St. Xavier College had sent specimens of their work to the Sycamore Street college office. Three specimens were sent to the Palace to be included with the souvenirs, and as it turned out Father Heiermann got one of his bricks back; the Secretary, through a change in position without changing the bags missed his, and Prof. Mulford lugged the other all the way home and then discovered that he had been furnished gratis with one new and excellently made brick for his new bungalow, "Lookaway," on Kennedy Heights.

### Addresses.

Father Heiermann spoke at some length telling of his pride and satisfaction in the work they had accomplished and giving a few words of advice and cheer. He, however, had some rather hard words for the committee because of their being so unkind as to return to him one of his unusual souvenirs.

Mr. Mulford followed, telling of how he had grown to like the boys, how he hated to see them go, and that he hoped friendships had been formed that would last a lifetime.

It would be impossible to do justice to these two talks in the space allotted. The best that can be done is to pass them over with the knowledge that they will linger as long as life itself in the hearts of all who heard them.

Col. Bundy, of Norwood, one of the guests of honor, was in a happy mood, and at once struck the keynote of the evening. Before he was through he had all present convulsed, while mingled with his quips was many a nugget of good, hard, common sense which were fully appreciated by his delighted hearers. Mr. Mulford was the one responsible for his presence, and many were the thanks he received for bringing him.

Father Reiner, another of the guests of honor, gave the class an exceedingly clever little talk, saying that in spite of all the specimens of ad-craft present, one had been overlooked—the greatest of them all. This was the class itself—the best advertisement for St. Xavier that was possible, every member being a walking delegate spreading the good work.

All the boys present gave a short talk telling of their experiences of the year, the benefits they had derived from the class, the features of the sessions that had appealed to them, suggestions as to next year's course, etc. One of the uppermost thoughts in these talks was that of thanks to Father Heiermann and Mr. Mulford for their good work and kind interest in every one of the boys throughout the year.

### Honors bestowed by the Advertising Club.

Mr. Clark, President of the Advertisers' Club, astounded the class by inviting them to join the Ad Club, go to Philadelphia with them in June, and take complete charge of the May 10th meeting of the club. The recovery was quick and complete, however, and a committee consisting of Messrs. Glaser, Morrissey, Benken, Bridwell and Folz was appointed to take care of the entire matter. Under the energetic direction of this live committee the luncheon promises to be a great success. It will be fully described in the June issue of the News, as the

May issue will be on the press before May 10th.

What the Ad Club thinks of the class may be gathered from the following clippings from the Ad Club News of May 1, 1916:

"The members of St. Xavier's Advertising and Salesmanship Class will furnish the entire program at the noonday luncheon, May 10th. This class is composed of the brightest bunch of advertising young men that has ever completed a college course, and a rare treat is in store for the members of the Advertisers' Club. Some of these youngsters are going to make some of the older advertising men sit up and take notice."

It's up to us to live up to it!

### "THE 57 VARIETIES."

An idea of the size of the bag and the varied quality of the souvenirs carried home by the members of the Ad Class on April 27th may be obtained by a glance at this list of the donors and the articles they contributed to the success of this typical St. Xavier evening:

Aetna Life Insurance Co., booklets; Barnes Range & Foundry Co., pocket-books; Barnes-Crosby Co., pen holders, inserts, folders; Chesterfield Cigarette Co., cigarettes; Cincinnati Ad Club, Ad Club News, Cincinnati insert; Cincinnati Process Engraving Co., screen guide, pencil; Carl Dehoney (Western & Southern Life Insurance Co.), booklets; Citizens Motor Car Co., Overland song books, buttons; St. Xavier College, bricks, three in number; Palace Hotel, pen holders, cards; Stone Baking Co., Stone's golden cake; Lubin Movie Co., five tickets; Fred'k Schmidt Co., maps of Cincinnati; Heekin Spice Co., tea; Benf. Roth, rulers; Times-Star, rulers; Second National Bank, rulers, pen holders; Riordan Art Glass Co., rulers; Rapid Electrotape Co., rulers, calendar desk clip; Wiedeman Brewing Co., sample bottles of "Courage"; noise makers; Queen City Coal Co., samples of coal; Madley-Carew Co., folders, fans, court plasters, balloons; Equitable Life Insurance Co., blotters; Michael (bold) Co., Sonada cigars; Nelson J. Edwards Co., booklets, rulers; Ogden College of Physical Culture, folders; Potter Shoe Co., tablets, masks; Powell & White Co., fruit labels; U. S. Printing & Lithograph Co., hangers; Harry Mullane Bridwell, hand-lettered menus; Felix J. Koch, folders; Santanel Remedies Co., tooth paste, "King of the Movies"; Leyman Bulck Co., monthly magazine; Neal Institute, booklet; Cosmopolitan Bank, booklet; Coca-Cola, score cards, booklet; Diem & Wing, paper bags; Schultz Baking Co., loaves of bread; Geo. S. Long, folders, pin trays; Oscar H. Broker, "An Appreciation" (folder); Sears & Nichols, sugar loaf peas; Kemper-Thomas Co., horns—59 in all (including the bags and the bricks).

# THE XAVERIAN NEWS

## The Xaverian News

Subscription, . . 50 cents in advance.  
Advertising rates on application.

Herbert A. Nleman, Editor-in-Chief.  
Francis J. Rose, George A. Skahan,  
Theodore Von Hoehne, and F. W.  
Plogman, Associate Editors.  
J. A. Beck, . . . Exchange Editor.  
John F. Glaser, Business Manager.  
L. M. Heitz, . . . Circulation Manager.

### ADVERTISING AND PRESTIGE.

Advertising has developed important functions, apart from direct salesmanship. A power to create a state of mind and, thereby influence manners and customs necessitates a broader interpretation of its aims and purposes. The advertisement that, seemingly, evades the question, "Will it sell goods?" may better answer a query of its own, "What will people say?" by suggesting what the advertiser wants them to think and say. It may be destined, primarily, to establish opinion, create atmosphere, form reputation or influence some custom, new or old. In doing so, it may not sell but simply pave the way for that nimble salesman, Prestige. Such advertising more generally associates itself with luxuries and class appeal.

We are, by nature, luxury loving. If we have money, we want to buy the best the market offers; if we are not affluent, we envy those who are. It is this instinctive desire to be a little better than the other fellow that creates a market for luxuries, and the stimulus to their sale is given by prestige. So originates a class of advertising appealing to human vanity. True, vanity is a superficial trait, but it will exist as long as human nature—and, as long as vanity exists, there will be a desire for luxuries.

In advertising luxuries, the word "exclusiveness" is full of charm and magic appeal. But its use must be democratic. The man who cannot afford Tiffany prices must not be slighted in the publicity given their goods. His estimation of their quality is influential with the actual buyer. Not alone pride in—but envy of possession sell luxuries. Exclusiveness introduces Prestige, the salesman who never sees a lean purse. His selling talk must tell that even the "common people" know and have a high regard for his product.

The advertising of White and Pierce—Arrow motor cars is typical publicity of prestige. The high price and limited production of both cars mean a selling field of narrow bounds. Yet both companies use extensive and expensive magazine space, often in

mediums, seemingly inappropriate (such as "Metropolitan," a publication of socialist trend). It is highly improbable that all of this is intended to secure direct sales. Only a small percentage of buyers can afford these cars—so few, they can be approached personally, which is the ultimate method. Moreover, the advertisements are always lavish and advanced in artistic treatment, and their keynote is exclusiveness. The result is a universal impression that either car is the maximum of motor car perfection and luxury. So the owner feels pride in his heart when a poor pedestrian casts longing eyes on his prideful possession. He knows that his money purchased something more than mere material value; his vanity has been gratified. He has paid the expenses of Prestige, who travels for the high toned advertisement.

In advertising exclusiveness price can only be gracefully, hesitantly mentioned. It is as impolite to emphasize it as discussing your colored wash-lady at a literary soiree. Pall Mall Cigarettes go so far as to leave off the name, simply to exaggerate their distinctive exclusiveness. Their advertising is so characteristic that the man who tips the club "buss" a dime to bring him a box of quarter cigarettes knows the brand by the black and red color scheme. The man who rolls his own has his curiosity aroused to the point of knowing that Pall Mall's are strictly high class. Prestige keeps up the big sales. Even old Bull Durham tells the man in the gas-trenches that the boys at the Gilt-edge Club roll their own with the same brand. Exclusiveness wins everybody.

Arrow Collars paid Loyendecker \$10,000 a year to paint men of beauty setting styles in collars that will not visit the laundry as often as other brands of less distinction. Crane's stationery is the social standard, due to advertising that created prestige. There is a pride in wearing a Knox hat that comes, not from a sense of better quality alone, but from the reputation it bears. Crowds fill the Hotel Sherman because advertising has filled it with an exclusive atmosphere. The Scripps-Booth is distinguished as a dainty feminine car by exceedingly refined effeminate advertising. Djer-Kiss is a "perfume" for a lady of taste, although less known kinds are just as sweet.

So runs the play. Money, Prestige, Vanity, Luxury—all in a setting of exclusiveness, to awaken our desire of possession, of things we cannot afford or things we envy others owning. The real art of advertising can become a social mentor and ascend to something more than direct salesmanship—a formulator of opinion and arbiter of destinies.

Harry Mullane Bridwell.

### THE ADVERTISING AGENCY.

The agency of today has risen from the plane of an ordinary space seller to that of a specialist, an organization of expert advisors.

The value of the agency is now universally recognized both by advertisers and by publishers. So true is this that the publishers pay the agency a commission on all advertisements placed by it. This commission is positively refused the individual advertiser.

Every high class agency is financially responsible for all advertisements placed by it, and pays all publisher's bills. The agency is then, in turn, paid by its clients. This saves the publishers the necessity of handling a multitude of small and possibly uncertain accounts.

The publishers, also, appreciate the service which the agency gives to the advertiser. They know that advertisements submitted to them by agencies tend to raise the character of their advertising sections.

Then too, they realize that the agency makes no trifling, but none the less irritating mistakes. Proper screen halftones are provided. None of their rules is transgressed. They are dealing with people who thoroughly understand their problems—people whom they know.

The commission paid the agency by the publisher enables the agency to give its services to the advertiser free of charge. And the advertiser certainly does get SERVICE.

The agency plans his advertising campaign. Its knowledge of the field and of his business gives it an undoubted advantage over the average advertiser. The agency gets the proper perspective and often finds selling points which the manufacturer has entirely overlooked.

The agency writes and designs his advertisements for him. And to gain an adequate conception of the value of this service it is only necessary to compare the average ad of the middle class trade paper, which, in most instances, is prepared by the advertiser personally, with the works of art that we often see in the better class of magazines.

The old time business men who thought they knew more about their advertising than an agency possibly could know and who believe that they were quite capable of writing their own publicity are rapidly disappearing. Now most prosperous business houses consult their agencies on every advertising problem in much the same manner as they would seek the advice of their attorneys in some legal question.—J. A. Bainsfather.

# MONEY!

follow like so many ciphers—a thousand of them count no more than one (00000000). But a measly half dozen ciphers with a single—integer (1,000,000). Jove! What a difference! Young man uncurl yourself! Stretch—straighten out—be an integer! You can if you WILL—enroll in any one of the different courses of

The Banks reek with it,—its a drag on the market. The world wants men. But it wants men who can lead, dare, do—the common herd, the pack, can only

## St. Xavier College

OF

COMMERCE, ACCOUNTS, AND FINANCE

AND

COLLEGE OF JOURNALISM, ADVERTISING  
AND SALESMANSHIP

Seventh and Sycamore Streets

Cincinnati, Ohio

This is an "ad" written up by a student of the First Year Accounting Class. Not all the advertising talent is in the Advertising Class. But all the advertising talent ought to be in the Advertising Class.

### THE INFLUENCE OF THE PRESS. M. C. HEITZ.

The press of today is esteemed in a higher degree than it was twenty years ago. The yellow sheet is gradually disappearing. Why? Because each day the public is becoming better informed on public questions, and the average reader is not so easily deceived and hoodwinked into believing what he sees in print. Many years ago the leading journalists came to the one conclusion, that the only way to create reputations for themselves and their publications was to tell the truth and nothing but the truth. Today there are newspapers who differ in opinion on many public questions. Even though they differ, they carry on the fight with such dignity that the public holds them in high regard. This is because they are truthful and honorable, and do not resort to yellow journalistic tactics that were so prevalent in days gone by.

It is a common thing for the laborer or store clerk to read a newspaper affiliated with political parties opposite to those of his own, whereas in the early days of American political life a reader would not think of reading an article opposed to his own views. Malicious feeling between men and the press was at its worst just previous to the civil war, and especially while the slavery question was in the balance. After the North and South became reconciled, this bitter feeling gradually became less intense. No doubt the press had more to do with it than any other factor in existence. The press by degrees has become less agitative and sensational, more clean and honorable, consequently, the antagonism that once existed between men is slowly disappearing. The press without a doubt has improved im-

measurably during the past fifty years, and all due to the clean, honest, upright and broad minded men behind it.

### GRADUATION ESSAY FOR STUDENTS OF COLLEGE OF COMMERCE, ACCOUNTS AND FINANCE, JOURNALISM, ADVERTISING AND SALESMANSHIP.

Essay must contain 2,000 words, not including quotations.

To be handed in on or before Wednesday, June 7, 1916.

#### Subjects.

- The Federal Reserve Bank Act.
- The Origin of the National Banking System.
- The United States Steel Corporation, History and Policy of.
- The Development of the Certified Public Accountant.
- Old Age Pensions.
- Compulsory Arbitration.
- Child Labor Legislation in America.
- Industrial Insurance in the United States.
- The Economic Significance of the Panama Canal.
- The Control of Corporations in Massachusetts.
- Monopolies in Ancient and Medieval Times.
- The Effects of Trusts on Prices.
- Varieties of Stocks and Bonds.
- The History of the Standard Oil Company.
- The History of the Tariff on Wool.
- The Policy of Reciprocity.
- The History of Federal Income Tax Acts.
- Municipal Ownership in Great Britain.
- The Co-operative Movement in England.
- The Wage-Fund Theory.

### BOOK-KEEPING BRIEFLETS.

The 19th of May is our last night, leaving us but six more nights of study. We certainly shall take advantage of those six nights, as we want the book-keeping class of 1916 to leave with the highest honors; which reminds me of a certain remark made in the last issue of the X. N. by our brilliant brothers. The first year accounting—"They answered the roll call one evening with Sleepy Ayes." Now we sincerely hope they did not mean sleepy eyes, for if they did, it would not take very many fireworks in fact I doubt if it would require any to pass any mark they might set this year.

Farewell parties now seem to be in order. The class under Prof. Burns is going to give one that will be remembered by those participating. Time and place will be announced, also subscriptions, when arrangements are complete.

"Tempus fugit," said Paul Klein, remembering his Latin.

"I should say so," replied Johnny Mulroy. "It seems hardly no time since we entered upon the study of book-keeping, and now here we are almost on the eve of our final examination."

### THERE IS A REASON

for the low cost of insurance to policy-holders in the

Union Central Life Insurance Co.



of Cincinnati. Its farm mortgage loans yield a high rate of interest, its death rate is very low and its management expenses moderate. Agents everywhere.

Inquire about our Monthly Income Policies.  
JESSE E. CLARK, President.  
JOHN L. SHUFF, Manager.  
Home Office,  
General Agency.

### The W. R. Anderson Co. LAW BOOK DEALERS

524 Main St., opp. Post Office

